

## ABSTRACT OF DISCLOSURE

The present invention is provided for obtaining a liquid crystal display device and a mobile phone which exhibit the low power consumption and do not damage the display quality. To this end, a display part of the liquid crystal display device is divided into two regions, wherein one region performs a display in a semi-transmission type or in a reflection type and the other region performs a display in a transmission type. Further, the display is performed in a state that the liquid crystal display device is incorporated into the mobile phone.

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